

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
16 June 2005 (16.06.2005)

PCT

(10) International Publication Number  
**WO 2005/055092 A3**

(51) International Patent Classification<sup>7</sup>: **G06F 17/30**

(21) International Application Number:  
PCT/US2004/037379

(22) International Filing Date:  
10 November 2004 (10.11.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
2003906529 26 November 2003 (26.11.2003) AU

(71) Applicant (for all designated States except US): **DATIC SYSTEMS INCORPORATED** [US/US]; 3408 Fiddlers Green, Falls Church, VA 22044 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **ANDREW, Robert, Darren** [AWAU]; Unit 1, 4 Maxwell Court, Moorabbin 3189, Melbourne, Victoria (AU). **BAGG, Jules, Alexander** [US/AU]; P.O. Box 296, Elwood 3184, Melbourne, Victoria (AU). **MORWOOD, Gregory, Peter** [AU/AU]; 21 Hood Street, Balwyn North 3104, Melbourne, Victoria (AU).

(74) Agent: **PAULSON, Mark, G.**; Mayer Brown Rowe & Maw LLP, Intellectual Property Group, 1909 Street, N.W., Washington, D.C. 20006 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW

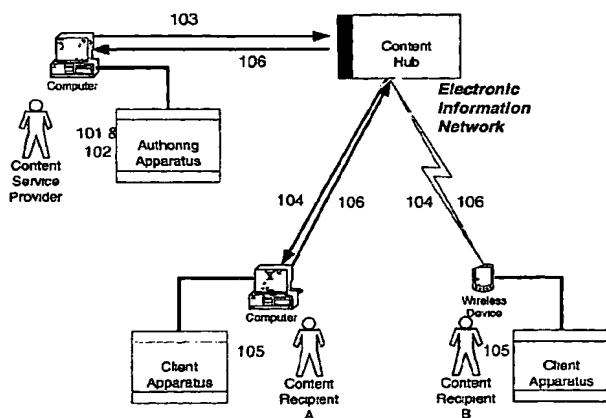
(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report

[Continued on next page]

(54) Title: METHOD AND APPARATUS FOR DISSEMINATING HETEROGENEOUS DATA THROUGH ELECTRONIC INFORMATION CHANNELS



(57) Abstract: The present invention discloses a method and apparatus for disseminating heterogeneous data through branded electronic information delivery channels. In one embodiment, a conglomerate apparatus is employed with three main elements: an authoring apparatus, a content hub and a client apparatus. The purpose of the conglomerate apparatus is to facilitate the delivery of multiple forms of digital content from a content service provider to a content recipient via a client apparatus that when employed by the content recipient will change its shape, color and other visual and aural attributes so as to reflect branding specified by the content service provider. To achieve this, the content service provider uses the authoring

apparatus to create sets of content items and then associate these content sets with brand attributes. The content service provider can also add control information to the content sets that can control the sequence in which content can be accessed by the content recipients. This content and branding information is then published by the content service provider at a content hub that is accessible to the intended content recipient. The content recipient can then access this content and brand information from the content hub. When viewing or otherwise making use of the content using the client apparatus, the branding attributes associated with the content are applied to the client apparatus so that the client apparatus's visual and aural characteristics will reflect the branding attributes intended by the content service provider. In one embodiment, the client apparatus also monitors the content recipient's use of the content items and stores metrics about this usage within a database in the client apparatus. These metrics can then be sent back to the content service provider's content hub and then accessed by the content service provider for further analysis.



— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*

**(88) Date of publication of the international search report:**  
2 February 2006